

TO: Steve Bellissimo

DATE: July 29, 1996

FROM: J. Yvette Robinson

SUBJECT: Event Fact Sheet for Texas Live Festival - April 24, 1994 in San Antonio, Texas

Benson & Hedges & Community Event Marketing will be a participant at the Texas Live Festival in San Antonio, Texas, April 24, 1994. Specific information is as follows:

EVENT: TEXAS LIVE FESTIVAL

DATES: April 24, 1994

TIME: Sunday: 12 noon-11 pm

MANPOWER HOURS: Total distribution hours are not to exceed 120 hours
- total for show.

LOCATION: Hemisphere Park,
San Antonio, Texas

PROMOTER CONTACT: Mr. Stuart H. Dill, President
Refugee Management, Inc.
1025 16th Avenue South
Suite #300
Nashville, Tennessee 37212
615/329-1564
615/320-0387 - FAX #

PHILIP MORRIS
ACTIVITIES:

As the exclusive tobacco sponsor, BENSON & HEDGES will have a major presence at this event and receive the following:

- The right to hang banners at promotional locations and other locations at the site of the Event to be mutually agreed upon by the parties;
- The exclusive right to conduct incentive distribution, couponing and tobacco sales, among smokers twenty-one years of age and older at promotional locations throughout the Event area
- A prominent 10' x 22' booth location, with the location subject to the approval of Philip Morris, for the distribution of incentive items to smokers 21 years of age and older;
- Two prominent kiosk locations, with the locations subject to the approval of Philip Morris, for the distribution of incentive items to smokers 21 years of age and older;
- The exclusive right to conduct on-site tobacco sales to smokers twenty-one years of age and older from promotional locations at the site of the Event;

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- 30 complimentary admission tickets;
- The right to parking locations and parking passes to be provided by the Promoter in an amount reasonably requested by Philip Morris, for each day of the Event, and;
- The right to recognition in advertising placed and programs distributed in connection with the Event and to approve in advance all materials and announcements prepared by Promoter that mention Philip Morris or BENSON & HEDGES;

**FIELD SALES
CONTACT:**

Mr. John L. Love, Section Sales Director
Thong Hoang, Section Operations Manager
Patricia Reynolds, District Manager
Philip Morris USA
15600 John F. Kennedy Boulevard
Houston, Texas 77032
713/449-0041
713/449-4422 - FAX #

SHIPMENT OF MATERIALS:

From your warehouse, please ship the items listed below. I will ship the highlighted items; which are the T-shirts, caps, cassette/tape case and lighters. Additionally, you will need to ship the B&H store sale signs that lists the number of packs per item for sale.

The following have been shipped to:

Southern Merchandising & Storage
3232 Panam Expressway
San Antonio, Texas 78219
MARK: Hold for Phoenix Marketing
512/224-7771
512/226-9409 - FAX #

Delivery Date: April 13, 1994

INCENTIVES:

<u>ITEM</u>	<u>QUANTITY</u>
Benson & Hedges Plastic Bags	1,000
Benson & Hedges Picture Frame	80
Benson & Hedges Tape/Radio Case	100
Benson & Hedges Caps	72
Benson & Hedges Tape/Cassette Case	36
Benson & Hedges Tote Bag	36
Benson & Hedges T-Shirt	72
Benson & Hedges Marble Cheese Bd/Knife	20
Benson & Hedges Name Generation/Survey Cards	3,000

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HOLD ALL ITEMS FOR TEXAS LIVE FESTIVAL/PHOENIX MARKETING

Should you have any questions or concerns, please feel free to contact me at extension 2762.

cc: I. Broeman
J. Fontanez
M. J. Gennaro
E. Moore —

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